

A G E N D A



Recommendation for Council Action

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| Austin City Council | Item ID | 43593 | Agenda Number | 4. |
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| Meeting Date: | 4/2/2015 | Department: | Austin Convention Center |
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Subject

Approve a resolution amending Resolution No. 20130523-019 to authorize the Circuit Events Local Organizing Committee to act on behalf of the City for the Texas Major Event Trust Fund, or in the alternative, the Texas Event Trust Fund, for the purposes of: conducting economic studies, submitting applications, and submitting any required funding, to the Texas Comptroller, or the Economic Development and Tourism Division, Office of the Governor for the Summer X-Games to be held at the Circuit of the Americas Facility in 2015, 2016, and 2017.

Amount and Source of Funding

Fiscal Note

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| Purchasing Language: | |
| Prior Council Action: | |
| For More Information: | Mark Tester, Director of Austin Convention Center, 512-404-4040 |
| Council Committee, Boards and Commission Action: | |
| MBE / WBE: | |
| Related Items: | |

Additional Backup Information

In 2013, Austin's Circuit of the Americas, L.L.C. (COTA) secured the winning bid to host the Summer X Games from 2014 through 2016.

The X Games is the premier Action Sports Competition and Lifestyle Event which hosts 200 elite athletes and incorporates cultural elements in style, film, and music, directed towards a youth lifestyle. Events are televised internationally on ESPN networks and through syndication. The four day event has historically attracted 20,000 to 25,000 spectators per day. ESPN offers a range of benefits to host cities including marketing and promotion, multimedia offerings and highlights, and host city exposure.

In 2013, COTA requested that the City of Austin support the event by acting as the endorsing municipality for application to the Texas Event Trust Fund (ETF).

In May 2013, the Council passed Resolution No. 20130523-019, which authorized the Circuit Events Local Organizing Committee (CELOC) to act on the City's behalf (as the endorsing municipality) to apply for the Texas Comptroller's Event Trust Fund (ETF) for the Summer X Games. The resolution allowed CELOC to apply for these funds for through 2016 and committed CELOC to fully funding the cost of any commissioned study or amounts owed to the Texas Comptroller's office as per qualification with the ETF.

The ETF is secondary in scope as compared with the Texas Major Events Trust Fund, which is reserved for bigger events (Super Bowls, U.S. Grand Prix) and allows for a larger window for assessing economic impact of a particular event. As of now, ESPN's Summer X Games qualify for the ETF, but not the METF.

The Texas Legislature is currently considering two companion bills which would allow ESPN to qualify as a site selection organization, thus permitting X Games to qualify for METF establishment. State lawmakers are also considering a bill to move the oversight of Texas' event trust fund programs from the Comptroller's Office to the Governor's Office.

The resolution would amend Resolution No. 20130523-019, giving CELOC the additional ability to act on the City's behalf in applying for funding from both the ETF and the METF. It would also allow CELOC to submit these applications and other necessary documents to the Texas Comptroller or the Texas Governor's Office. The resolution also mandates that all the requirements in the current contracts between COTA, CELOC, and the City remain in effect. Finally, the resolution recognizes that CELOC is responsible for all funds required to be submitted to the State to be eligible for funding either from the ETF or the METF. The resolution further extends the authority to apply for these funds to include the X Games in 2017. This is based on the request of CELOC on behalf of COTA.

Should Council approve this request, CELOC would proceed to apply for METF funding for the Summer X Games, subject to the legislature and the Governor approving the proposed changes in State law. The deadline for application to the Texas Comptroller's Office is April 16.